

# NEWSPAPERS IN EDUCATION

# Unpacking the parts of a newspaper



## THE CLASSIFIEDS Small spaces – big drama!

The Classified section is where people and businesses advertise items for sale and post job notices. Births, deaths and marriages are also announced.

They are small advertisements placed in the newspaper and organised in categories (often referred to as "smalls").

## Classified Bingo

1. Draw 16 squares on a piece of paper.
2. Give each square a number from 1 to 16.
3. Choose 16 words from the index list and write one on each of the squares of your Bingo card (see example).
4. To play, look through the Classified section of the Sowetan newspaper to find the items you placed on your bingo card. Label the items in your newspaper copy and place an "X" on the squares as you find them.
5. When you have four "Xs" in a row, you win! You must be able to show where in the Classifieds you found the items you marked!

1 BANNER	2 SYMPATHY	3 PAY-OFF LINE	4 PERSONALS
5 HEADLINE	6 JOBS	7 BIRTHS	8 LEISURE
9 CAPTION	10 LOGO	11 MARRIAGES	12 SUBHEAD
13 LOAN SHARKS	14 DEATHS	15 CARS	16 TO RENT

### Understanding how the smalls are classified.

1. Browse through the Classified section of the newspaper to familiarise yourself with its content.
2. How many different kinds of ads can you find? For example, some ads make announcements, other ads sell things and there are ads that sell services or invite job applications, etc.
3. Think about how the smalls are classified. Review the Classified Index.
4. Check out these ads and then classify them using the index provided.

#### Nissan for sale

2.7D. Good condition. R85 000 cash. Call 095 124-1244

#### Flat to let

3 bedroom flats to let. PTA CBD, JHB CBD & surrounding areas. Call (012) 123-1234

#### Cash Loans

1-6 months loans. No sureties. Loans approved in 15mins. Call 084 111-1111

#### Welder required

Experienced in aluminum welding & general sheet metal work. Good understanding., hardworking & highly motivated. Stillfontein. Call: (011)123-1234

#### Computers 4 Sale

P3 COMPAQ computers complete with monitors for sale at unbelievable prices of R1 000 each. Call now (012) 333-3333

## HOW TO WRITE A GOOD CLASSIFIED AD

### Tips on how to increase the response to your ad:

1. **Description:** Start your ad describing the product or service you are selling – this ensures you are listed where the readers expect to find such advertisements.
2. **Detail:** Put yourself in the reader's position: what does he/she want or need to know (such as brand name, size, colour, model)? A sale is most often made if the features and/or benefits of your product or service are well described. Be honest and avoid using confusing abbreviations.
3. **Price:** Always include a specific price or price range.
4. **Contact:** Clearly spell out how, when and with whom a prospective buyer can make contact.

### Write your own classified ad

- Choose a product or service that you would like to advertise in the Classifieds.
- Plan, draft and edit the ad, using the guidelines provided above. Remember to keep the ad short and simple!

### WORD GUIDE:

- PLAN** means to work something out before beginning the task.
- DRAFT** means to develop the plan into a first version.
- EDIT** means to improve the work so it is accurate and makes sense.



## Poetry Pebbles

Use rocks and a newspaper to create poetry.

### You will need:

- Small rocks or pebbles
- Newspaper
- A pair of scissors
- Glue or sticky tape

### What to do:

- Make sure your pebbles are clean.
- Cut out words from the newspaper.
- Glue them onto the pebbles or attach with sticky tape.
- Choose a number of words – people, places, things, action words, etc. Here are some ideas: he; she; to; love; dog; went; walk; you; happy; in; to; a; my; your; orange; bike.
- Also include punctuation marks (comma, exclamation mark, full stop, question mark.)

Now play a game of poetry pebbles. Arrange your pebbles to create a poem.



## A newspaper search

Become better acquainted with the different sections of the newspaper and the contents of each section. Search through the newspaper and find the items listed below. Cut them out and paste them in your books. Tick each item below as you find it.

Time yourself – how quickly do you get to the end?

- phone number of the newspaper's offices
- an advert for a second-hand car
- a birth notice
- an event that starts between 19h00 and 21h00
- the name of an occupation
- a comic strip with more than two frames
- a word game
- a local news event
- an international news event
- a reported crime
- a "feel-good" story
- an action photograph
- a product that weighs more than 1kg
- a weather symbol
- a face with spectacles (glasses)
- a compound word
- the name of a sport that needs more than five people



## How many words can you make?

This activity builds vocabulary and encourages thinking skills. See how many new words you can make from the words below.

training leadership  
journalist beautiful

## Be a Good Citizen

A newspaper is not only for catching up with the latest news or for checking out what's on TV. It also helps to teach people how to behave with civility and kindness to one another. How does it do this? By featuring articles and showing images meant to create a buzz. You see or read something worth talking about; it creates the forum for discussion, resulting in better understanding and hopefully civility towards your neighbour.

Let's explore some issues related to being a good citizen.

### Respect

Imagine that you live near an elderly couple. Two or three of your friends are visiting you and they see the two old people. Your friends start making fun of the elderly couple behind their backs. What, if anything, do you say to your friends?

### Courage

Imagine you're playing soccer with a friend. Some kids come up and take your friend's ball. Describe what you would do. How would you support your friend?



## KIDS IN THE NEWS

### SA kids have lots of spunk

Published in the Sowetan, 14 May 2008  
written by Victor Mecoamere

#### Leaders of tomorrow speak out

South Africa's youth have spunk and are undoubtedly aspiring leaders.

Proof of this is provided regularly in the yearly Anglo American and Sowetan Young Communicators Awards.

So it was not surprising to hear competitors in the Eastern Cape leg – won by Loveline Nwadeyi, Makabongwe Nazwayiba and Zandile Thanda – speaking frankly and bravely in East London at the weekend on a range of topics, including: the importance of mathematics in our daily lives; emotional intelligence; a simple guide to self-contentment and pride; and confidence in South Africa despite negative local and international media attention.

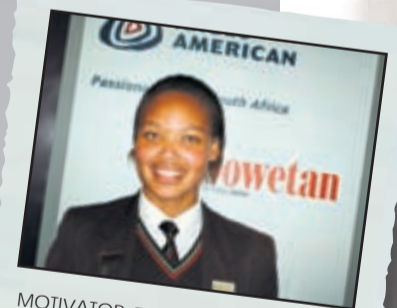
Contestants displayed admirable research, situational interpretation and presentation skills. Their overall confidence showed that they were receiving invaluable support, coaching, guidance and mentoring from their teachers.

They are given a chance to voice their opinions and concerns about issues affecting families, communities and the nation.

Thembi Losi, the Eastern Cape finalist and ultimate winner of the 2007 Young Community Awards, gave a brief motivational talk in which she encouraged fellow youths to have self-confidence, believe in themselves and be assertive.



ACHIEVERS: Third-placed Zandile Thanda, overall winner Loveline Nwadeyi and first runner-up Makabongwe Nazwayiba



MOTIVATOR: Thembi Losi, Young Communicator Award winner in 2007

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If you have any other ideas for using newspapers that you would like to share with colleagues, please send a fax to (011) 214-7100 or e-mail [sandra.fivaz@learn.co.za](mailto:sandra.fivaz@learn.co.za)

If your school is interested in Newspapers In Education (NIE) training contact Phanel Mnguni at: [mngunip@learn.co.za](mailto:mngunip@learn.co.za) for further information.